



P38



**PUBLISHED BY:**  
 The Intermedia Group  
 Pty Ltd  
 41 Bridge Road  
 GLEBE NSW  
 Australia 2037  
 Telephone:  
 02 9660 2113  
 Fax: 02 9660 4419

# THE INTERMEDIA GROUP

**MANAGING DIRECTOR:** Simon Grover

**PUBLISHER:** James Wells

**EDITOR:** Amy Looker  
alooker@intermedia.com.au

**NATIONAL SALES MANAGER (LIQUOR GROUP):**

Shane T. Williams  
stwilliams@intermedia.com.au

**HEAD OF CIRCULATION:**

Chris Blacklock  
cblacklock@intermedia.com.au

**PRODUCTION MANAGER:**

Heidi Glasson  
heidi@intermedia.com.au

**ART DIRECTOR:** Kea Thorburn

## Editor's Note



>> THE NLN TEAM: AMY LOOKER, SHANE T. WILLIAMS AND KEA THORBURN.

**P**erhaps it was an ambitious decision to write my editor's note the morning after the 18th annual Australian Liquor Industry Awards (ALIA). The morning after the night before is notorious among the liquor industry as being the biggest collective hangover any industry has ever suffered through together. But the headache is only a small pay-off compared to the enormous party that takes place at ALIA. More than 750 trade

members joined us at Luna Park Sydney on Wednesday 19 October to celebrate the best brands, people, banner groups, liquor stores and venues across the country. And what a night it was. It was hilarious to see so many industry colleagues in some very creative costumes... from Susan Boyle, to an iPod and more bad mullet wigs in one room than any person should be forced to endure. On behalf of the whole Intermedia team, I'd like to thank our co-hosts, TorchMedia, Coca-Cola Amatil, Intrust Super and Aristocrat for helping us to put on such a successful event. Thanks to Campari Australia for hosting Aperitivo pre-drinks, the American Honey team for the networking bar, SouthTrade for the Green Fairy 'Green Ferry' to the after party at Cargo Bar, all of our award sponsors, the suppliers who kindly donated their stock and the staff at Luna Park Sydney for taking such good care of us. And most importantly, I'd like to congratulate all the deserving winners... keep up the good work. Because the winners are decided upon by the trade, a win at ALIA is a big nod of respect from your peers. There will be a big-wrap up in the December issue of *National Liquor News*, with plenty of photos of the liquor industry in all its glory.

As for me, what better way to get over ALIA than jump on a plane for 20 hours and pay a visit to our friends in Bourbon Country? I'm headed for Kentucky to visit the new Wild Turkey distillery, the biggest in all of North America, and also catch up with the always charming Fred Booker Noe at Jim Beam and take a tour of Maker's Mark. You'll be sure to hear all about it when I get back.

See 'yall!

Amy

**Editor**  
 02 8586 6206  
 alooker@intermedia.com.au



www.theshout.com.au

### SUBSCRIPTION RATES

- 1yr (11 issues) for \$70.00 (inc GST)
- 2yrs (22 issues) for \$112.00 (inc GST)
  - Saving 20%
- 3yrs (33 issues) for \$147.00 (inc GST)
  - Saving 30%

To subscribe and to view other overseas rates visit [www.intermedia.com.au](http://www.intermedia.com.au) or Call: 1800 651 422 (Mon - Fri 8:30-5pm AEST) Email: [subscriptions@intermedia.com.au](mailto:subscriptions@intermedia.com.au)



CIRCULATIONS AUDIT BOARD

Average Net Distribution Per Issue 12,694  
 CAB Publisher Statement  
 Period ending 31st March 2011.

### DISCLAIMER

This publication is published by The Intermedia Group Pty Ltd (the "Publisher"). Materials in this publication have been created by a variety of different entities and, to the extent permitted by law, the Publisher accepts no liability for materials created by others. All materials should be considered protected by Australian and international intellectual property laws. Unless you are authorised by law or the copyright owner to do so, you may not copy any of the materials. The mention of a product or service, person or company in this publication does not indicate the Publisher's endorsement. The views expressed in this publication do not necessarily represent the opinion of the Publisher, its agents, company officers or employees. Any use of the information contained in this publication is at the sole risk of the person using that information. The user should make independent enquiries as to the accuracy of the information before relying on that information. All express or implied terms, conditions, warranties, statements, assurances and representations in relation to the Publisher, its publications and its services are expressly excluded save for those conditions and warranties which must be implied under the laws of any State of Australia or the provisions of Division 2 of Part V of the Trade Practices Act 1974 and any statutory modification or re-enactment thereof. To the extent permitted by law, the Publisher will not be liable for any damages including special, exemplary, punitive or consequential damages (including but not limited to economic loss or loss of profit or revenue or loss of opportunity) or indirect loss or damage of any kind arising in contract, tort or otherwise, even if advised of the possibility of such loss of profits or damages. While we use our best endeavours to ensure accuracy of the materials we create, to the extent permitted by law, the Publisher excludes all liability for loss resulting from any inaccuracies or false or misleading statements that may appear in this publication. Copyright © 2011 - The Intermedia Group Pty Ltd